

# SECTION 2: ALCOHOL CONSUMPTION

In 1989 and 1991, the Department of Public Instruction (DPI) contracted with the SEARCH Institute in Minneapolis to survey a stratified random sample of Wisconsin public school students about alcohol. In 1991, 40% of the 1,479 12th grade survey respondents reported that they had driven a vehicle after drinking in the previous 12 months, and 62% had been in a vehicle driven by someone who had been drinking alcohol in the previous 12 months.

In 1993, a different instrument [the Center for Disease Control's Youth Risk Behavior Survey (YRBS)] was used to survey students about alcohol and other youth risk behaviors. This instrument questioned students about their experience in the past 30 days rather than in the past 12 months. In 1993, 24.7% of the 12th grade survey respondents reported they had driven a vehicle after drinking in the previous 30 days, and 40.6% reported that they had been in a vehicle driven by someone who had been drinking in

the past 30 days. In the most recent survey (2001), 29.9% of the 12th grade survey respondents reported that they had driven a vehicle after drinking in the previous 30 days, and 43.5% reported that they had been in a vehicle driven by someone who had been drinking in the past 30 days.

Each year since the mid 1980s, the Centers for Disease Control and Prevention (CDC), in cooperation with the states, conducts a survey of health-risking behavior. Wisconsin's part in this is the Behavioral Risk Factor Survey (BRFS), a portion of which measures alcohol consumption and drinking and driving.

The results of the BRFS are shown on page six and are collected by Wisconsin's Bureau of Health Information, Division of Health Care Financing, Department of Health and Family Services. In 2000, 5% of the 2,721 survey respondents (i.e. those 18 or more years of age) reported that they had driven after drinking too much during the past month.

## DPI SURVEY AND YOUTH RISK BEHAVIOR SURVEY DATA

Year	10th Grade Students	12th Grade Students	Have Driven After Drinking (In Last 12 Months)		Have Been in Vehicle Driven by Someone Who Had Been Drinking (In Last 12 Months)	
	(n)	(n)	10th Graders	12th Graders	10th Graders	12th Graders
1989	1,516	1,701	17%	46%	62%	70%
1991	1,365	1,479	15%	40%	58%	62%

Year	10th Grade Students	12th Grade Students	Have Driven After Drinking (In Last 30 Days)		Have Been in Vehicle Driven by Someone Who Had Been Drinking (In Last 30 Days)	
	(n)	(n)	10th Graders	12th Graders	10th Graders	12th Graders
1993	845	600	9.9%	24.7%	40.3%	40.6%
	859	613				
1997	291	226	11.8%	23.9%	35.7%	37.3%
	296	227				
1999	376	250	13.5%	28.3%	36.5%	39.5%
	380	250				
2001	648	369	10.2%	29.9%	33.3%	43.5%
	651	372				

NOTE: The 1995 survey did not yield generalizable data.

(n) = Number of students surveyed

SOURCE: Wisconsin Department of Public Instruction

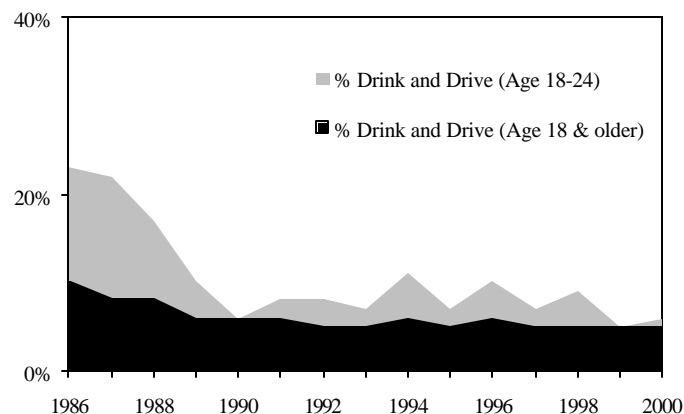
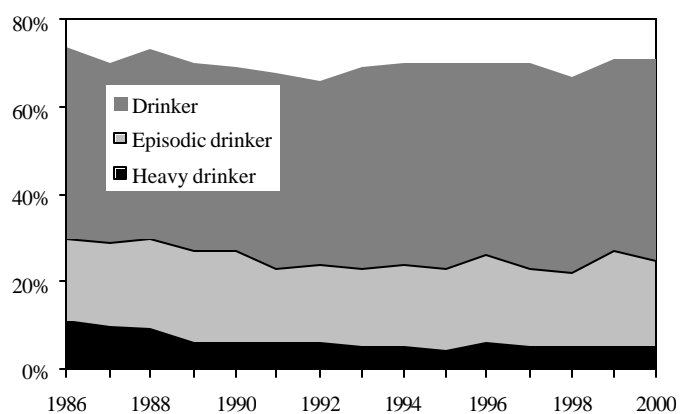
## ADULT ALCOHOL CONSUMPTION AND DRIVING PATTERNS

The Wisconsin Behavioral Risk Factor Survey (BRFS) is a representative, statewide telephone survey of Wisconsin household residents 18 years and older. It is part of the national Behavioral Risk Factor Surveillance System, which is coordinated by the U.S. Centers for Disease Control and Prevention. Each state's health department conducts a survey as part of the system, the purpose of which is to measure adult health-risking behaviors and attitudes and the use of preventive health services.

Percent who reported that, in the past month, they.

Year	Consumed Alcohol (Drinker)	Consumed 60+ Drinks (Heavy)	Consumed 5+ Drinks on One Occasion (Episodic)	Drank & Drove (Age 18+)	Drank & Drove (Age 18-24)	Number of Cases
1986	74	11	30	10	23	1,268
1987	70	10	29	8	22	1,341
1988	73	9	30	8	17	1,272
1989	70	6	27	6	10	1,276
1990	69	6	27	6	6	1,260
1991	68	6	23	6	8	1,282
1992	66	6	24	5	8	1,528
1993	69	5	23	5	7	1,567
1994	70	5	24	6	11	1,562
1995	70	4	23	5	7	2,210
1996	70	6	26	6	10	2,231
1997	70	5	23	5	7	2,245
1998	67	5	22	5	9	2,205
1999	71	5	27	5	5	2,177
2000	71	5	25	5	6	2,721

Results are based on self-reports from respondents who are selected through a stratified random sample. During 2000 in Wisconsin, responses were collected from 2,721 adults age 18 and older and weighted to account for both nonresponse and sample design and to parallel our state's age-gender distribution. Results represent the 2.7 million adults ages 19-54 and 1.2 million age 55 and older living in Wisconsin households; differences in estimates may or may not be statistically significant.



Note: The graph above depicts the portion of respondents who acknowledged having driven during the past month after consuming alcohol.

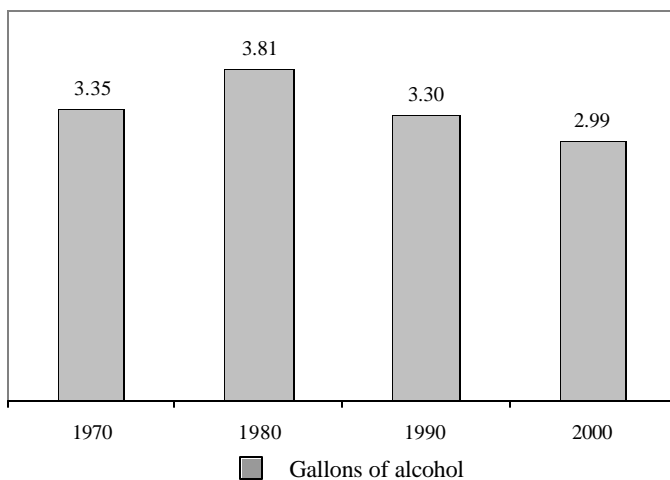
In the BRFS, *drinker* is defined as a respondent who had consumed any alcoholic beverage in the past month. *Episodic* is defined as a respondent who had consumed five or more drinks of alcohol on one occasion in the past month. *Heavy* is defined as a respondent who reported consuming an average of sixty or more drinks of alcohol in the past month. The wording for the survey question about *heavy* drinking was changed in 1994 so the number of respondents who reported being *heavy* drinkers will not be comparable over time. The number who reported being *drinkers* is comparable to the survey results of other states; our state ranks first in the nation in the portion of citizens surveyed who can be termed *drinker*.

SOURCE: Department of Health and Family Services Behavioral Risk Factor Survey (BRFS); Bureau of Health Information; Division of Health Care Financing

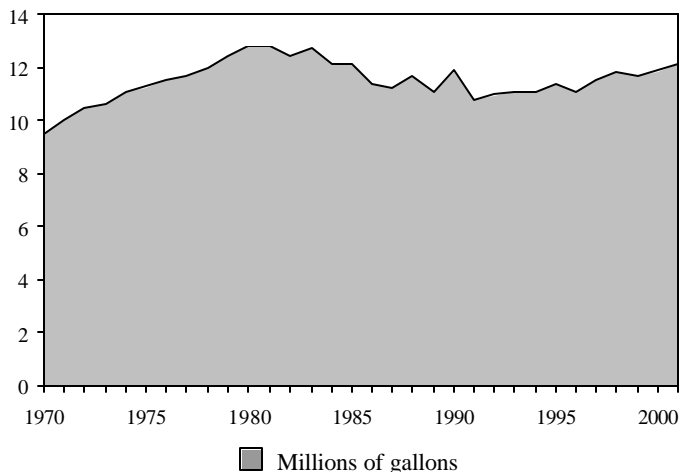
## WISCONSIN ALCOHOL CONSUMPTION AND TREATMENT COSTS

Consumption is typically discussed in terms of *absolute* alcohol, which is a measure of a beverage's alcohol content. Discounting the liquid portion of an alcoholic beverage normalizes the data and permits comparative analysis. Thus, trends in adult (age 18 and older) per capita alcohol consumption show an increase from 1970 to 1980 and a decline by 1990. Figures at the ten year marks are most accurate due to the use of actual census data and not population projections. Overall consumption had been declining since 1984 after increases during the 1970s. Compared to other states, Wisconsin ranks 7th highest in the nation in per capita beer consumption, 11th highest in the nation in per capita distilled spirits consumption and 27th highest in the nation in per capita wine consumption.

### ADULT PER CAPITA ABSOLUTE ALCOHOL CONSUMPTION

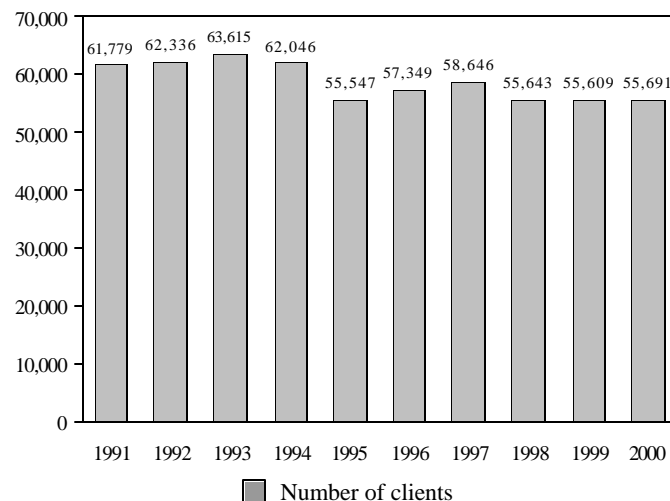


### TOTAL GALLONS OF ABSOLUTE ALCOHOL CONSUMPTION



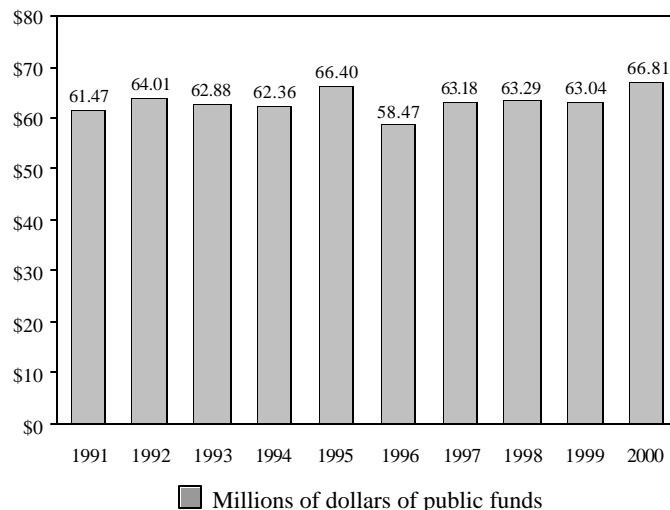
During the 1970s, there was a four-fold increase in the number of people treated for alcohol and other drug abuse in Wisconsin publicly-supported treatment programs. The number of clients treated doubled between 1980 and 1990. The figures below depict the number of clients receiving any service in Wisconsin publicly-supported alcohol and other drug abuse treatment programs and the expenditures for the treatments by year.

### ALCOHOL AND OTHER DRUG ABUSE CLIENTS RECEIVING ANY SERVICE WITH PUBLIC FUNDS



NOTE: A database purge of old records accounts for the 1994 to 1995 drop in clients receiving publicly-funded AODA services

### EXPENDITURES OF PUBLIC FUNDS FOR ALCOHOL AND OTHER DRUG ABUSE TREATMENT



SOURCE: Wisconsin Department of Revenue; US Bureau of the Census; Wisconsin Department of Health and Family Services

## LIQUOR LICENSES BY COUNTY

County	Total Licenses	Population	Square Miles	#of Residents per Sq. Mile	#of Residents per Liquor License	#of Residents per Liquor License per 100 Sq. Miles
ADAMS	99	20,072	648	31	203	31
ASHLAND	123	16,901	1,048	16	137	13
BARRON	145	45,278	865	52	312	36
BAYFIELD	160	15,119	1,462	10	94	6
BROWN	587	228,817	524	437	390	74
BUFFALO	87	13,897	699	20	160	23
BURNETT	100	15,828	818	19	158	19
CALUMET	119	41,475	326	127	349	107
CHIPPEWA	210	55,812	1,017	55	266	26
CLARK	151	33,791	1,218	28	224	18
COLUMBIA	229	52,912	771	69	231	30
CRAWFORD	95	17,310	566	31	182	32
DANE	957	431,815	1,205	358	451	37
DODGE	306	86,476	887	97	283	32
DOOR	329	28,220	492	57	86	17
DOUGLAS	222	43,506	1,305	33	196	15
DUNN	101	40,315	853	47	399	47
EAU CLAIRE	236	94,033	638	147	398	62
FLORENCE	55	5,112	486	11	93	19
FOND DU LAC	292	97,927	725	135	335	46
FOREST	78	10,039	1,011	10	129	13
GRANT	198	50,018	1,144	44	253	22
GREEN	94	33,925	583	58	361	62
GREEN LAKE	89	19,164	357	54	215	60
IOWA	123	22,976	760	30	187	25
IRON	119	6,861	751	9	58	8
JACKSON	107	19,219	998	19	180	18
JEFFERSON	258	76,524	562	136	297	53
JUNEAU	141	24,616	774	32	175	23
KENOSHA	370	150,934	273	553	408	149
KEWAUNEE	106	20,312	343	59	192	56
LA CROSSE	376	107,663	457	236	286	63
LAFAYETTE	70	16,214	634	26	232	37
LANGLADE	138	20,890	873	24	151	17
LINCOLN	166	29,776	886	34	179	20
MANITOWOC	295	83,244	594	140	282	48
MARATHON	412	126,743	1,559	81	308	20
MARINETTE	237	43,589	1,395	31	184	13
MARQUETTE	85	14,663	454	32	173	38
MENOMINEE	15	4,591	359	13	306	85
MILWAUKEE	2,024	939,919	241	3,900	464	193
MONROE	141	41,340	904	46	293	32
OCONTO	210	36,220	1,002	36	172	17
ONEIDA	292	37,002	1,130	33	127	11
OUTAGAMIE	414	162,833	642	254	393	61
OZAUKEE	201	82,870	235	353	412	175
PEPIN	48	7,339	231	32	153	66
PIERCE	120	37,172	576	65	310	54
POLK	162	41,857	919	46	258	28
PORTAGE	233	67,692	810	84	291	36
PRICE	112	15,851	1,256	13	142	11
RACINE	472	189,490	334	567	401	120
RICHLAND	55	18,009	585	31	327	56
ROCK	307	153,195	724	212	499	69
RUSK	91	15,414	913	17	169	19
ST. CROIX	285	64,752	723	90	227	31
SAUK	211	55,868	838	67	265	32
SAWYER	221	16,345	1,255	13	74	6
SHAWANO	339	40,944	897	46	121	13
SHEBOYGAN	157	113,378	515	220	722	140
TAYLOR	110	19,718	975	20	179	18
TREMPEALEAU	137	27,229	736	37	199	27
VERNON	93	28,329	808	35	305	38
VILAS	255	21,188	867	24	83	10
WALWORTH	335	93,032	556	167	278	50
WASHBURN	95	16,209	815	20	171	21
WASHINGTON	300	118,686	431	275	396	92
WAUKESHA	655	363,571	554	656	555	100
WAUPACA	210	52,052	754	69	248	33
WAUSHARA	100	23,365	628	37	234	37
WINNEBAGO	398	157,283	449	350	395	88
WOOD	223	75,720	801	95	340	42
STATE TOTAL	17,086	5,400,449	54,424	*	*	*
COUNTY AVG	237	75,006	756	99	316	42

NOTE: Total Licenses is the number of licenses issued for the sale of any type of alcohol (includes pharmacies and wholesalers). Some establishments may have more than one license. An example of the Number of Residents per Liquor License per 100 Square Miles is that, in Juneau County for an average 100 square mile area, there is one liquor license per twenty-three residents. Lower numbers indicate a greater number of licenses per person in that area.

SOURCE: Department of Revenue; Department of Administration-Demographic Services estimates for 2001